



**BOXER
LOVERS
RESCUE**

SOCIAL MEDIA SCHEDULE

MONDAY – “MEET THE TEAM”

Showcasing our directors, program coordinators and volunteers makes our organization seem more relatable. It also gives our audience an idea of what day-to-day life is like rescuing boxers. Highlighting the dedication and enthusiasm of the people who volunteer might even inspire a few new volunteers!

- **Highlight one person each Monday with a short bio and their favorite animal.**
- **Share their role and provide quotes about why they are passionate about the rescue and volunteering.**
- **Use behind-the-scenes photos or videos to make it personal. Try to make them interesting or funny.**

TUESDAY – “ADOPTION SPOTLIGHT”

It's important to showcase the personalities and stories for the boxers available for adoption. These posts not only promote the rescue itself but also bring attention to the boxers needing a home.

- **Feature a specific animal available for adoption in their own post.**
- **Share their story, personality traits, and any special needs**
- **Include several high-quality photos and videos to showcase their cuteness.**

WEDNESDAY – “WELLNESS WEDNESDAY”

Provide regular pet care tips and educational information. This shows that the rescue cares about the boxers well-being, importance of breed knowledge and responsible pet ownership.

- **Share pet care tips, health advice, breed info or educational content.**
- **Answer a common pet-related or breed specific question or concern.**
- **Encourage audience participation with Q&A sessions.**

THURSDAY – “THROWBACK THURSDAY”

Sharing the “before and after” stories of adopted animals always draw attention. They not only celebrate successful adoptions, but it also encourages people who might want to adopt by showing how the rescue improves the lives of animals.

- **Share heartwarming “before and after” stories of adopted boxers.**
- **Highlight their transformation from when they arrived at the rescue to the love they now receive.**
- **Invite adopters to share their own “throwback” stories.**

FRiDay – “FURRY FRiENDS FRiDay”

Friday posts that are funny or make you feel good are a good way to end the work week. These types of posts give the dog's personality, which makes them far more attractive to potential adopters.

- **Show off adorable animals at the rescue.**
- **Share funny or heartwarming moments from the rescue.**
- **Use humor and captions to engage the audience.**

SaTURDay – “SUPPORTEr SaTURDay”

Take this opportunity to recognize and give thanks to our supporters, volunteers, and sponsors. This helps build a feeling of community and gratitude. These posts help encourage other people to help, volunteer, or donate.

- **Recognize and thank a supporter, volunteer, or sponsor.**
- **Share their impact on the rescue mission.**
- **Encourage others to get involved or donate.**

SUNDay – “SUCCESS STORY SUNDay”

Sharing stories of boxers who found loving homes is always a hit. They not only show how the rescue assisted but also motivate others to consider adopting.

- **Feature stories of animals who found their forever homes that week.**
- **Include updates from adopters and heartwarming adoption photos.**
- **Inspire others to adopt by showcasing the happiness of adopted pets.**

MONTHLY – “EVENTS AND FUNDRAISERS”

Use Facebook and Instagram to promote events and fundraisers. Consider paid promotion for these types of posts to further spread the word.

- **Promote upcoming events, fundraisers, and adoption drives.**
- **Share event details, schedules, and how people can participate.**
- **Create eye-catching graphics and event-specific hashtags.**

AS NEEDED – URGENT APPEALS AND UPDATES

These posts help you address immediate needs. Common appeals include overcrowding, emergency adoption drives, or urgent requests for donations and volunteers. For better results, be sure to include *specific reasons* for the appeals, and follow up with status updates after.

- **Share urgent adoption needs, such as overcrowding or special adoption events.**
- **Request donations or volunteer help when necessary.**
- **Keep the community informed about rescue news and important updates.**

ENGAGEMENT POSTS – RANDOMLY THROUGHOUT THE WEEK

Engagement posts foster a sense of community and interaction with our audience. They encourage participation, feedback, and conversation, which not only boosts social media algorithms but also strengthens the rescue connection with our supporters.

- **Pose questions to the audience, such as “What’s your favorite pet name?” or “Share your adoption story.”**
- **Conduct polls or surveys to involve followers in decision-making.**
- **Respond promptly to comments, messages, and user-generated content.**

Visual CONTENT – REGULARLY THROUGHOUT THE WEEK

Visual information is easy to share and gets people's attention more than just text updates. They also tend to be shared more often.

- **Use eye-catching graphics and infographics to convey information.**
- **Share heartwarming and shareable images of boxers in need.**
- **Experiment with short video clips, reels, and live streams for added engagement.**

CONSISTENCY AND HASHTAGS:

Consistency in posting helps ensure that the rescue stays top-of-mind with our followers. Adding relevant hashtags to posts expands our reach and discoverability.

- **Maintain a consistent posting schedule and time of day to maximize reach.**
- **Use relevant and trending hashtags to increase discoverability. #yoursheltername #boxers, etc...**
- **Monitor engagement and adjust posting times and content based on audience responses.**

Take time to plan and diversify our social media strategy with a regular schedule. Plan for special events and holidays. This helps create diversity in our content, improve outreach, and boost the chances of the boxers finding loving forever homes!

